

## CLAIMS

What is claimed is:

1. A method comprising:

enabling a first user to store a photo in a centrally stored photo archive associated with the first user, by the first user sending the photo in a first MMS message that conforms to an asynchronous messaging protocol for sending person-to-person messages from mobile devices, the first message including only the photo and a predetermined indicator and having a telephone number assigned to the first user as a destination telephone number; and

enabling a second user operating a mobile device on a wireless network to view the photo, by the second user sending from the mobile device a second message conforming to said protocol, the second message including only a predetermined indicator and having the telephone number assigned to the first user as a destination telephone number, in response to which the photo is sent to the mobile device in a third message conforming to said protocol, for output to the second user.

2. A method as recited in claim 1, wherein said protocol is an MMS protocol, such that the first message, the second message, and the third message are MMS messages.

3. An apparatus comprising:

means for responding to a first MMS message sent by a first user, the first MMS message including only a photo and a first predetermined indicator and having a telephone number assigned to the first user as a destination telephone number, by adding the photo to a photo archive associated with the first user; and

means for responding to a second MMS message sent by a second user from a mobile device on a wireless network, the second MMS message including only a second predetermined indicator and having said telephone number assigned to the first

user as a destination telephone number, by sending the photo in a third MMS message to the mobile device, for display to the second user .

4. A method comprising:

receiving a first MMS message sent by a first user from a first mobile device on a wireless network, the first MMS message including a photo, the first MMS message including a predetermined indicator, the first MMS message having a telephone number assigned to the first user as both a source telephone number and a destination telephone number;

in response to detecting the predetermined indicator in the first MMS message, and based on the source telephone number and the destination telephone number of the first MMS message, adding the photo to a centrally stored photo archive associated with the first user, the photo archive containing zero or more photos associated with the first user;

receiving a second MMS message sent by a second user from a second mobile device on a wireless network, the second MMS message for requesting at least the photo, the second MMS message including the predetermined indicator, the second MMS message having a telephone number assigned to the second user as a source telephone number and having the telephone number assigned to the first user as a destination telephone number; and

in response to the second MMS message, and based on the destination telephone number of the second MMS message and detection of the predetermined indicator in the second MMS message, retrieving the photo from the photo archive associated with the first user and sending the photo to the second mobile device in a third MMS message.

5. A method as recited in claim 4, further comprising:

determining whether the second MMS message includes a specific identifier of a photo in the photo archive; and

if the second MMS message does not include any specific identifier of a photo in the photo archive, retrieving each photo in the photo archive and sending each said photo to the second mobile device in response to the second MMS message.

6. A method as recited in claim 5, wherein, if the second MMS message includes an identifier of a photo in the photo archive, said sending the photo to the second mobile device comprises sending to the second mobile device only each photo in the photo archive for which there is an identifier in the second MMS message.